

The Face of Global Trade:

PC Pros

Where do top law enforcement forensic labs, similar to the one seen on TV's *CSI*, turn to purchase precision software? As it turns out, they turn to Puget Sound's own high tech backyard. University Place, near Tacoma, is home to PC Pros, a forensic digital imaging software firm that specializes in developing and distributing products for storing and recovering forensic evidence. The company's **More Hits** suite of products provides custom imaging and chain of custody solutions to forensic professionals for a wide range of image analysis tasks including fingerprint analysis and pattern removal, image encryption and automatic enhancement tracking.

International Success

Since it sold its business solutions group to another company in the Puget Sound area in 1998, PC Pros has been able to keep its main focus on the enhancement of its new forensic image processing system. This system originally was used by the Tacoma Police Department and has since proliferated to law enforcement agencies around the globe.

JR Poulsen, President of PC Pros, notes that international sales are expected to represent 50% of

total sales by the end of 2005. That represents a marked increase from the current 4% of sales that are attributed to international buyers. Poulsen points to the current need for countries to seek new ways to protect their borders from crime and terrorism as a key driver for increased international sales. And as a growing company, having an international presence establishes a higher degree of creditability with potential customers, both in the U.S. and worldwide.

Why Puget Sound?

Puget Sound is home to numerous high tech companies, researching and developing leading edge products used throughout the globe. As a result of this cluster of high tech companies, the region offers a highly talented and knowledgeable workforce from which companies such as PC Pros can draw.

Of particular benefit, Poulsen highlights the region's close proximity to both Asian and European markets via air travel. The time it takes to travel from SeaTac airport to London is about the same amount of time it takes to travel to Tokyo, making travel times from SeaTac shorter in the long run for companies doing business on both continents than they would be for companies located in other regions of the United States.

When you hear the words "international business" and "trade," think about PC Pros and the numerous other companies in the region that thrive on Puget Sound's unique place in the world. After all, no region in the United States is more tied to international business and the international economy than ours. Continued prosperity depends on enhanced understanding of our region's place in the global economy and an environment that supports the growth and competitiveness of innovative companies like PC Pros.



Name: PC Pros

Location: University Place, Pierce County

International Sales: Currently 4%, expected to rise to 50% by end of 2005

Puget Sound Employees: 5

International Markets: Canada, Finland, Italy, Mexico, Sweden, United Kingdom. Pending sales in Hong Kong, Kuwait, Saudi Arabia and Yemen.

Puget Sound Enabler: High Tech economy, short flight times from SeaTac to destinations in Europe and Asia.